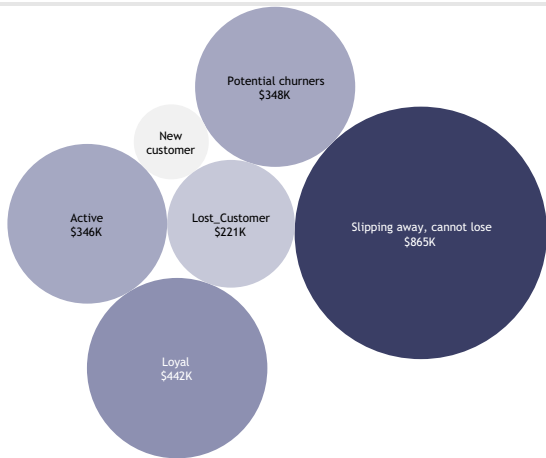
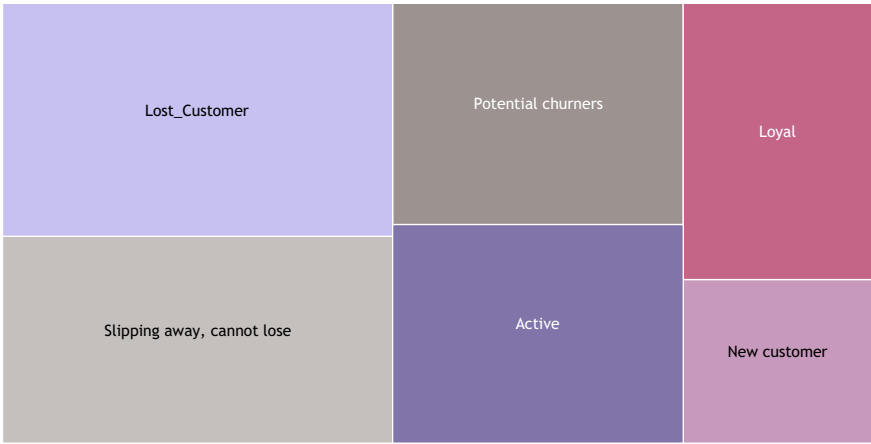


RFM and Customer Segmentation Dashboard

RFM Segment Bubble Chart



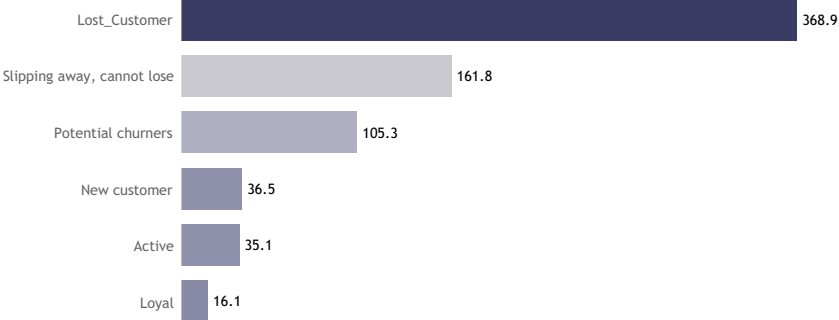
RFM Segment



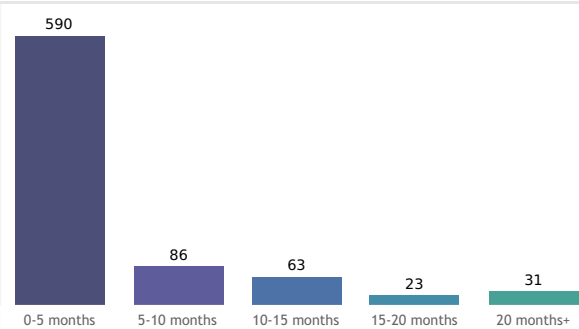
Search Customer
All

Customer	RFM Segment	RFM	Recency	Count of Orders	
Aaron Bergman	Lost_Customer	111	415	6	886.156
Aaron Hawkins	Active	432	12	11	1,744.7
Aaron Smayling	Potential churners	223	88	10	3,050.692
Adam Bellavance	Slipping away, cannot..	344	54	18	7,755.62
Adam Hart	Slipping away, cannot..	343	34	20	3,250.337
Adam Shillingsburg	Loyal	443	28	25	3,255.31
Adrian Barton	Slipping away, cannot..	344	41	20	14,473.571
Adrian Hane	Active	342	60	16	1,735.514
Adrian Shami	New customer	311	41	3	58.82
Aimee Bixby	New customer	331	41	12	966.71
Alan Barnes	Active	432	25	14	1,113.838
Alan Dominguez	Active	424	29	12	6,106.88

Average Recency (days)



Recency Last Order



Frequency of Order (Last 12 months)



Monetary Value of Orders (Last 12 Months)

